

10th National Clean Cities Conference and Expo

Ft. Lauderdale, Florida • May 2–5, 2004



Celebrating a Decade of Drive

Sponsorship Opportunities



U.S. Department of Energy
Energy Efficiency
and Renewable Energy

Hosted by the U.S. Department of Energy, Office of Energy Efficiency and Renewable Energy, and the Gold Coast Clean Cities Coalition

Sponsorship Opportunities



"Celebrating a decade of drive" is the focus of the 10th National Clean Cities Conference. Our success is driven by many, but it's the support of industry partners that's critical in building growth and momentum. They unfailingly step forward to help us present the world's largest alternative fuels event.

Ralph Waldo Emerson said, "Nothing great was ever achieved without enthusiasm." As the United States races to reduce dependence on imported petroleum and increase domestic transportation fuels, enthusiasm and drive are more critical than ever. We thank you in advance for helping us make this the most memorable Clean Cities Conference yet.

Platinum - \$50,000

Platinum Benefits

- Title sponsor of an evening reception
- Eight full conference registrations
- Top billing recognition in:
 - Online marketing mailings
 - Final conference program
 - Conference press releases
 - Conference signage (event and nonevent specific)
 - General sessions
- Company logo visibility during opening session
- One vehicle display space in Expo Hall lobby and one vehicle display space outside of the Marina Marriott Hotel. (Note: To receive this benefit you must pay for exhibit space and sponsorship in full by December 31, 2003.)
- Four 10' x 10' exhibit booth spaces with priority placement.
- 30 one-day exhibit-only passes for Tuesday, May 4
- Full-page ad in final conference program with priority placement option
- Attendee list, at any point, upon request
- Complimentary meeting room space for one company event or meeting. (Note: Room set-up changes, audiovisual and food costs are not included.) Room requests will be honored on a first-come, first-served basis during the dates we have meeting rooms contracted and based on availability. Meeting times cannot conflict with official conference events.

Platinum Sponsorship Options

1. Opening Reception and Awards Ceremony - **Taken**

The Greater Ft. Lauderdale/Broward County Convention Center is positioned on the Intracoastal Waterway with a 1.3-acre fountain plaza featuring a 35-foot bronze sailfish sculpture. An elegant reception around the plaza, featuring heavy hors d'oeuvres and music, will be followed by a coffee bar and decadent desserts in the Floridian ballroom. A nationally recognized figure will be the keynote presenter, followed by a professionally produced ceremony. Vehicle display space will be available around the fountain.

2. Monday Evening Reception - **Taken**

The evening starts in the Expo Hall and moves 180 steps across the street to the conference hotel. The Expo Hall is beautifully conducive to mingling, talking with exhibitors and learning about new products. Soon the Latin flavor of food and music will begin to overwhelm, and we'll trade in the Expo Hall for the tropical dockside oasis of the Marina Marriott waterfront. The festive view of the million-dollar



Poolside at the Marina Marriott

yachts, combined with the poolside bar and grill, will put you in the mood for an unhurried, Florida-style party.

3. Grand Finale Reception - **Taken**

The closing reception is a carefree celebration to pay homage to another successful conference. The festivities will begin with a fleet of water taxis outside of the hotel, ready to take you to the busy Port Everglades and arriving at the beachfront John U. Lloyd state park. The park consists of 251 pristine acres situated between the Atlantic Ocean and the Intracoastal Waterway. Our Caribbean themed evening features exquisite food, music, and a special dance floor made of sand. Shoes are optional.

Gold - \$20,000

Gold Benefits

- Title sponsor of one of the Gold level events/products
- Four full conference registrations
- Recognition in the following conference materials:
 - Online marketing mailings
 - Final program
 - Press releases
 - Conference signage (event and nonevent specific)
 - General sessions
- Two complimentary 10' x 10' exhibit booth spaces
- Priority exhibit booth placement options
- 20 one-day exhibit-only passes for Tuesday, May 4
- 1/2-page ad in final program
- Attendee list, at any point, upon request

Gold Sponsorship Options

1. Monday Lunch

People will be hungry, and you will have a captive audience. We don't have a formal lunch program, but we could. It could include everything from an awards ceremony, table tents, and flyers on chairs to giveaways, a presentation, video, or whatever other ideas that occur to you.

2. Coordinator Dinner - **Taken**

This annual dinner is reputed as a "not-to-be-missed" event that celebrates the hard work of our Clean Cities coordinators. This year's dinner will be held at the IGFA Fishing Hall of Fame & Museum, with hands-on exhibits and a virtual reality fishing display. This world-class attraction features a four-acre wetlands walk, six unique galleries, a marina, and a cinematic adventure. The event will be held on Saturday evening, May 1.

3. Tote Bag

The conference tote bag, distributed to an estimated 1,000 participants, offers sponsors a highly visible marketing opportunity. Logo placement options are also available.

4. ScienceFest

ScienceFest was created to educate seventh graders about alternative fuel vehicles (AFVs). It will be held from 9 a.m. to Noon on Wednesday, May 5. Attendance can range from 1,000 to 5,000 kids. Science guy Bill Nye participated in the past, and this year we are exploring the option of a well-known host similar in substance and stature. The ScienceFest sponsor will be featured in all print materials and given a speaking opportunity during the event.

5. Ride-n-Drive

The Ride-n-Drive is an opportunity for attendees to test drive the latest AFVs. It will occur three times throughout the conference: Sunday, May 2, from 3:00 p.m.-6:00 p.m.; Tuesday, May 4, from Noon-3:00 p.m.; and Wednesday, May 5, from 9:00 a.m.-Noon. The general public will be invited to view the vehicles on Wednesday, May 5, from 9:00 a.m. to Noon. The Ride-n-Drive sponsor's logo will appear on all Ride-n-Drive signs, driver wristbands, and printed materials related to the event. (Note: Original equipment manufacturers are not eligible to sponsor this event.)

Silver - \$10,000

Silver Benefits

- Title sponsor of one of the Silver level events/products
- Three full conference registrations
- Recognition in the following conference materials:
 - Preliminary mailing
 - Logo inclusion on conference Web site
 - Final program
 - Signage listing sponsors
 - General sessions
- One complimentary 10' x 10' exhibit booth space
- 10 one-day exhibit-only passes
- 1/4-page ad in final conference program
- Attendee list, at any point, upon request

Silver Sponsorship Options

1. Day Program - **Taken**

A day program sponsor receives recognition during every



John U. Lloyd
State Park

session that day. Day sponsorship also includes your company logo in the program for the day, as well as the screens in meeting rooms. It also includes the opportunity to have a company representative welcome attendees during a general session and logo placement on the room signs listing the day's sessions. Day program sponsorships are available for Monday, Tuesday, and Wednesday.

2. Breakfast

Continental breakfasts will be held in the Expo Hall and, when possible, are positioned near the breakfast sponsor's booth. Breakfast sponsorships are available for **Monday - Taken**, Tuesday, and Wednesday.

3. Afternoon Break

Afternoon breaks in the Expo Hall offer an energy boost with delicious snacks and refreshments. These themed breaks will be positioned as close as logistically possible to the break sponsor's booth. Afternoon break sponsorships are available for Monday and Tuesday.



Participants
in the 2003
Ride-n-Drive

4. Evaluation Giveaway

Evaluations aren't always easy to collect, so we like to offer an incentive for attendees to turn them in. This item is an appealing gift that will get people excited about the next Clean Cities Conference (in this case, the 11th Clean Cities Conference in Palm Springs). The sponsor logo will prominently appear on the item.

5. Volunteer Sponsor - **Taken**

As part of our volunteer program we provide food, T-shirts, and admission to the closing reception to our 100-plus volunteers. The volunteer sponsor's logo will appear on the volunteer shirts and on conference signage. Mention of the sponsor will also be made in all volunteer correspondence materials.

6. Coordinator Luncheons

Clean Cities coordinators are a sought after audience at the conference. This is a chance to make presentations to them.

Your company and logo will be listed in the program next to the event. Sponsorship dollars are used to cover the luncheon and offset the costs of waiving coordinator conference fees. Coordinator luncheon sponsorships are available for Sunday, ~~Tuesday~~ - **Taken**, and Wednesday.

7. International Reception

A reception is held for those delegates, coordinators, and companies doing business in international markets. In addition to receiving the Silver level benefits, the sponsor logo will be listed on the signs and invitations to this reception.

8. Lanyards - **Taken**

A lanyard is the cord you attach your badge to, and not all of them are created equally. Instead of throwing yours away this year, you'll save it because it doubles as a sunglasses holder. The sponsor company name will be printed on the lanyard, which will be distributed to attendees when they register.

9. Signage

The conference produces three-dozen directional/informational signs that are not event specific. Your company logo will be placed on each of those signs with the credit, "Signs provided by company X."

Bronze - \$5,000

Bronze Benefits

- Title sponsor of one of the Bronze level events/products
- One full conference registration
- Recognition in the following conference materials:
 - Preliminary mailing
 - Logo inclusion on conference Web site
 - Signage listing sponsors
 - Final program
 - General sessions
- One complimentary 10' x 10' exhibit booth space
- Five one-day exhibit-only passes
- 1/6 page ad in final conference program
- Attendee list, at any point, upon request

Bronze Sponsorship Options

1. Morning Break

At break time attendees will be treated to cool and hot refreshments in the Expo Hall, compliments of you. Breaks are elegantly presented and positioned as close as logistically possible to the sponsor's booth. Morning break sponsorships are available for Monday, Tuesday, and Wednesday.

2. Closing Video

The popularity of the closing video, which will be shown during the closing general session (combined with great giveaways), results in ever increasing numbers of attendees sticking around until the end of the conference. The sponsor's logo will appear on the screen before the video starts and after it ends. The sponsor will also be announced during the ceremony. The video is distributed to coordinators and the cover will acknowledge the sponsor with thanks.

3. Agenda at a Glance - **Taken**

Life at the Clean Cities Conference is magnificently simplified when the final program is condensed into a 5.5" x 3" Agenda at a Glance. The sponsor logo is printed on the

mini agenda, which is handed out in registration packets and available at the registration desk.

4. Coordinators' Agenda at a Glance

Coordinators have the double duty of tracking the functions everyone attends plus all of the other things they are expected to do. A special mini Coordinators' Agenda at a Glance helps them keep everything straight. The sponsor logo is printed on the schedule.

5. Luggage Tags

Do you want to see your company logo circling baggage belts in airports across the country? The sponsor logo will be printed on the 1,500 luggage tags that are passed out at industry events.

6. H₂O Bottles - **Taken**

In beautiful, warm Ft. Lauderdale, life is better with bottled water. Your company logo will adorn the water bottles handed out to attendees when they register.



Corporate - \$2,500

Corporate Sponsor Benefits

- One full conference registration
- Recognition in the following conference materials:
 - Preliminary mailing
 - Logo inclusion on Web site
 - Final program
 - Signage listing sponsors
 - General sessions
- Five one-day exhibit-only passes
- 1/6 page ad in final conference program

Sponsor Today!

For more information or to sign up for sponsorship, contact Kimberly Taylor at 303-275-4358, kimberly_taylor@nrel.gov

Payment

Upon commitment you will receive an invoice and will have 30 days to make your payment. (If you plan to purchase additional exhibit booth space, please let us know when you make your sponsorship commitment so we can send you one invoice for both.) To pay for your sponsorship online, visit www.ccities.doe.gov/conference/lauderdale/sponsor.shtml. We accept Visa and MasterCard online and company checks and purchase orders via U.S. Mail (send payment to: 1617 Cole Blvd., MS 1633, Golden, CO 80401).

Sponsorship Benefits

Upon receipt of payment, you will be contacted with information on how to receive your sponsorship benefits.

Go to www.ccities.doe.gov/conference/lauderdale/sponsor.shtml for updates on available sponsorship opportunities.